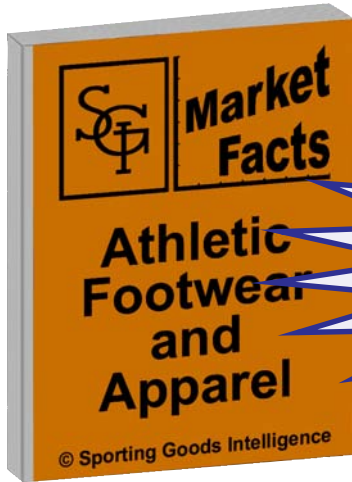


Invest In Information

The 2009 Market Facts reports are now available!



**Your Quick Reference
to the Market: Sales,
Shares, Financials
and more!**



CHECK

HERE 2009 Athletic Footwear & Apparel Market Facts

	Price	Delivery
<input type="checkbox"/> Subscribers to SGI	\$595.00	pdf
<input type="checkbox"/> Non- Subscribers to SGI	\$895.00	pdf

2009 Sports Equipment Market Facts

<input type="checkbox"/> Subscribers to SGI	\$395.00	pdf
<input type="checkbox"/> Non- Subscribers to SGI	\$595.00	pdf

Note: if you prefer to have a printed copy, we will ship it to you at no additional charge.

- Enclosed is my check payable to Sporting Goods Intelligence, or my credit card number is below.
- Invoice me. I understand that pre-payment is required for all Market Facts products.

NOTES: Prices are in U.S.\$ and include all sales taxes. Prices apply to orders paid by wire transfer, credit card or check drawn on U.S. bank. We do not accept checks drawn on foreign banks. All *Market Facts* products MUST be pre-paid.

† *Market Facts* shipping & handling prices above are for U.S. orders only. For other countries, please call for correct price.

Name _____ Company _____

Street _____ Tel _____ Fax _____

City _____ State _____ Zip _____ Country _____ E-mail _____

Card Number _____ Expires _____ Signature _____

Check One: Amex M/C Visa



Fast! Send this form with your check to:
Sporting Goods Intelligence
442 Featherbed Lane
Glen Mills, PA 19342



Faster!!
Fax this form with your credit card info to us at:
(610) 459-4010



Fastest!!!
Call us with your credit card info:
(800) 328-NEWS
[(610) 459-4040]



On-line
Surf on over to our Web site:
<http://www.sginews.com>



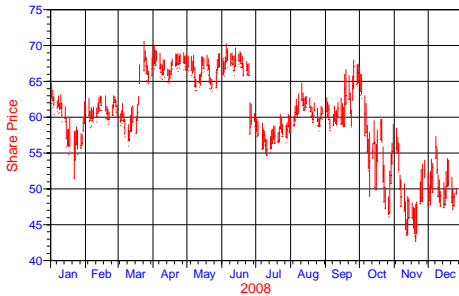
Market Facts

☑ Athletic Footwear & Apparel Market

Covers athletic and rugged outdoor footwear, and licensed and branded/performance apparel.

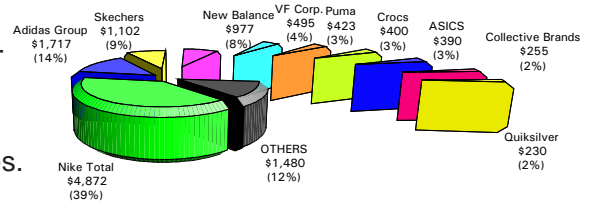
☑ Sports Equipment Market

Covers team and specialty sports hardgoods.



Get the Facts and Figures on the global athletic footwear and apparel industries. *S&I Market Facts* feature research not found in *Sporting Goods Intelligence* or anywhere else.

Market Facts reports identify key players and their strategies. Plus advertising expenditures, stock price charts and financial ratios. The Market Facts series brings you up to speed fast.



Detailed tables, full-color charts, and the cutting edge analysis and conclusions that you've come to expect from the leading authority on the market.

- ☑ Brand shares, sales and earnings reports.
- ☑ International shares and sales.
- ☑ Financial information including ROS, ROA, ROE and advertising expenditures.
- ☑ Detailed company information for all the major brands. Officers, brand names, financials and company news.

	12/31/2007	12/31/2006	12/31/2005
CONSOLIDATED INCOME STATEMENT (In \$ millions)			
NET SALES	606.6	430.6	281.1
Gross Profit	305.0	215.6	135.9
Income from Operations	86.3	57.2	35.9
Income Before Taxes	89.0	59.0	33.0
NET INCOME	52.6	38.9	19.7
CONSOLIDATED BALANCE SHEET (In \$ millions)			
ASSETS			
Current Assets	322.2	244.9	181.8
Non-Current Assets	68.4	44.4	21.9
TOTAL ASSETS	390.6	289.3	203.7
LIABILITIES & SHAREHOLDERS' EQUITY			
Current Liabilities	110.1	71.5	47.7
Non-Current Liabilities	0.0	3.5	5.2
Shareholders' Equity	280.5	214.3	150.8
TOTAL LIABILITIES & EQUITY	390.6	289.3	203.7

Athletic Footwear & Apparel Market Facts Table of Contents

Methodology & Sources	4	Return on Sales	27	Iconix Brand Group, Inc.	99
International Athletic Footwear Market	5	Return on Assets	28	K-Swiss	103
Share by Brand - International Athletic Footwear	6	Return on Equity	29	LaCrosse Footwear, Inc.	107
2008 Share by Brand - World	9	Advertising/Promotion Spending	30	Mizuno	110
2008 Share by Brand - U.S.	9	U.S. Retail Market	31	New Balance	113
2008 Share by Brand - Europe	10	U.S. Retail Market Expansion Plans	31	Nike, Inc.	117
2008 Share by Brand - Asia	10	Company Information	34	Puma AG	131
2008 Share by Brand - Other	11	Adidas Group AG	35	Quiksilver, Inc.	138
International Rugged Footwear Market	12	Ashworth Inc.	50	Rocky Brands	144
Share by Brand - Rugged Outdoor	13	ASICS	52	Russell Corp.	147
U.S. Athletic Footwear Market	16	Billabong International Ltd.	55	Skechers USA, Inc.	151
Share by Brand - U.S. Athletic Footwear	17	Broder Bros.	58	Sport Haley, Inc.	156
International Athletic Apparel Market	18	Collective Brands Inc.	61	Timberland Corp.	158
Share by Brand - International Athletic Apparel	19	Columbia Sportswear Co.	67	Under Armour Athletic Apparel	162
2008 Share by Brand - World	22	Crocs, Inc.	72	VF Corp.	168
2008 Share by Brand - U.S.	22	Deckers Outdoor Corp.	77	Volcom	174
2008 Share by Brand - Europe	23	Delta Apparel	81	Warnaco Group, The	177
2008 Share by Brand - Asia	23	Fila U.S.A., Inc.	85	Wolverine WorldWide Inc.	180
2008 Share by Brand - Other	24	Gildan Activewear	86	Yue Yuen	185
U.S. Athletic Apparel Market	25	Hanesbrands	90	Apparel Market General Information	189
Share by Brand - U.S. Athletic Apparel	26	Heelys, Inc.	94	Footwear Market General Information	200
Financial Results of Public Companies	27	Hi-Tec Sports Plc	98		

Sports Equipment Market Facts Table of Contents

Methodology & Sources	3	Adidas Group AG	22	Luxottica Group spa	90
International Sports Equipment Market	4	Aldila, Inc.	39	Mizuno	94
Share by Brand - Intl Sports Equipment	5	Amer Sports	42	Nautilus Group	96
2008 Share by Brand - World	9	Brunswick Corp.	50	Nike, Inc.	103
2008 Share by Brand - U.S.	9	Callaway Golf Co.	54	Raleigh Cycle Ltd.	124
2008 Share by Brand - Non-U.S.	9	Cybox	59	Remington Arms Co.	125
Return on Sales	10	Daiwa-Seiko, Inc.	62	Rossignol	127
Return on Assets	11	Dorel Industries Inc.	63	Shimano Industrial Corp.	132
Return on Equity	12	Easton-Bell Sports	67	Spalding Sports Worldwide	134
Advertising/Promotion Spending	13	Fortune Brands, Inc.	70	Sport Supply Group	136
U.S. Retail Market	14	Giant Bicycle, Inc.	73	Sports Direct International plc	139
U.S. Retail Market Expansion Plans	14	Head NV	74	Trek Bicycle Corp.	143
Company Information	16	Icon Health	78	True Temper Sports, Inc.	144
Accell Group	17	Jarden Corp.	80	Zett Corp.	146
Adams Golf, Inc.	19	Johnson Outdoors, Inc.	86	Equipment Market General Information	147